



City Council Special Meeting Agenda

Date: 5/9/2023
Time: 5:30 PM
Location: City Hall Council Chambers

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|--|--|--|
| <input type="checkbox"/> Mayor Matt Hall | <input type="checkbox"/> Emily Swett | <input type="checkbox"/> Cindy Baker, |
| <input type="checkbox"/> Jerry Fritz | <input type="checkbox"/> Kelly Tamblyn | Administrative Services |
| <input type="checkbox"/> Andy Quick | <input type="checkbox"/> City Administrator, Barry | Officer |
| <input type="checkbox"/> Lee Ann Reiter | Cook | <input type="checkbox"/> Scott Kolpitzke, City |
| <input type="checkbox"/> Don Shreve Jr. | | Attorney |

5:30 PM – 7:30 PM – Media Training Work Session
Spokespersons: Amanda Watson, Atlas Strategic Communications
Maria Mosman, atlas Strategic Communications

Disclaimer: Times noted are an estimate in order to assist with keeping the agenda discussion on track and/or providing approximate time when an item will be discussed for those wanting to attend for a specific item.



City of Cody Media Training Agenda

May 9, 2023

OVERVIEW

In today's interconnected environment, effective communication and a strong media presence are vital to municipal transparency and public engagement. This media training, prepared by Atlas Strategic Communications, aims to empower department heads and elected officials to confidently engage with the media, convey the City of Cody's message, and navigate the challenges and opportunities that arise in the public eye.

5:30 PM	INTRODUCTIONS
5:45 PM	PRESENTATION <ul style="list-style-type: none">• <i>Mediums</i>• <i>Preparing for the interview</i>• <i>Organizing requested information</i>• <i>Managing the interview</i><ul style="list-style-type: none">◦ <i>Examples</i>• <i>Checklist</i>• <i>Determining the correct response</i>
6:30 PM	PRACTICE <ul style="list-style-type: none">• <i>Scenario 1: Storytelling</i>• <i>Scenario 2: Caution</i>• <i>Scenario 3: Crisis</i>
7:10 PM	CONCLUSION